

**Lighted and Electronic Billboard Advertising for Heritage Festival Events  
Bid #2017-20000050**

**DEL OUTDOOR ADVERTISING INC**  
Yuma, AZ

1.	Billboard Locations (at least ten)	Billboard Faces	Billboard Size	Electric or TV Lighted	Monthly Rate
A.	#155 - 141 E. 16th Street	W	10' x 30'	L	\$1,000.00
B.	#160 - 1615 Pacific Ave	S	10' x 30' Tri-Vision	L	\$750.00
C.	#1 - Hwy 95 300' East of Pacific Ave	E	10' x 30'	L	\$750.00
D.	#32 - 1335 S. Pacific Ave	S	10' x 30' Tri-Vision	L	\$700.00
E.	#77 - 3000 Ave B	S	10' x 30' Tri-Vision	L	\$750.00
F.	#158 - 2549 W. 16th Street	W	10' x 30'	L	\$750.00
G.	#159 - 2145 Arizona Ave	S	10' x 30'	L	\$750.00
H.	#160 - 1615 Pacific Ave	S	10' x 30' Tri-Vision	L	\$750.00
I.	#22 - Hwy 95 East of 11#	W	10' x 30'	L	\$700.00
J.	#62 - Fortuna Rd. (Fry's Parking Lot)	S	10' x 30' Tri-Vision	L	\$750.00
<b>TOTAL BID:</b>					<b>\$7,650.00</b>

**2. Weekly Traffic Statistics of Billboard Locations Corresponding to the Locations Letter Above**

A. 205492	F. 184548
B. 217238	G. 120470
C. 130200	H. 217238
D. 177996	I. 125426
E. 147126	J. 100331

**GEO & ASSOCIATES INC**  
Tucson, AZ

1.	Billboard Locations (at least ten)	Billboard Faces	Billboard Size	Electric or TV Lighted	Monthly Rate
A.	Hwy 95 / 16th Street @ Sunridge Drive Available all dates	E	10' x 30'	Electronic	\$558.82
B.	Hwy 95 / 16th Street @ Sunridge Drive Available all dates	W	10' x 30'	Electronic	\$558.82
C.	32nd Street & Ave 3E Available 11/3-12/3	W	10'6" x 22'9"	Illuminated	\$941.18
D.	4th Ave & 7th Street Available 12/28-1/28, 4/5-5/5, 7/18- 8/18	S	10'6" x 22'9"	Illuminated	\$941.18
E.	Pacific Ave & 32nd Street Available 1/18-2/18	N	10'6" x 22'9"	Illuminated	\$941.18
F.	4th Ave & Orange Ave Available 1/24-2/25	S	10'6" x 22'9"	Illuminated	\$941.18
G.	Pacific Ave & 24th Street Available 2/10-3/11	S	10'6" x 22'9"	Illuminated	\$941.18
H.	16th Street 350' E/O Pacific Ave Available all dates	E	10' x 24'	Non-Illuminated	\$1,117.65
I.	3414 E. 32nd Street	E	6' x 12'	Non-Illuminated	\$205.88
J.	8631 E. So. Frontage Rd. / Foothills Available all dates	W	5' x 11'	Non-Illuminated	\$205.88
K.	Fortuna Rd. 1000' N/O I-8 / Foothills Available all dates	N	6' x 12'	Non-Illuminated	\$205.88
L.	1335 S. Pacific Ave Available all dates	N	10' x 30' Tri-Vision	Illuminated	\$941.18
M.	40th Street 500' W/O 4th Ave Available all dates	E	6' x 12'	Non-Illuminated	\$205.80
N.	3800 S. 4th Ave Available all dates	S	6' x 12'	Non-Illuminated	\$205.88
O.	24th Street 1000' W/O Ave B Available all dates	E	5' x 11'	Non-Illuminated	\$205.88

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**GEO & ASSOCIATES INC (con't)**  
Tucson, AZ

1.	Billboard Locations (at least ten)	Billboard Faces	Billboard Size	Electric or TV Lighted	Monthly Rate
P.	32nd Street 320' W/O Araby Rd. Available all dates	W	6' x 12'	Non-Illuminated	\$205.88
Q.	3000 Ave B Available all dates	S	10' x 30' Tri-Vision	Illuminated	\$1,117.65
R.	2549 W. 16th Street Available all dates	W	10' x 30'	Illuminated	\$941.18
S.	2145 Arizona Ave Available all dates	N	10' x 30'	Illuminated	\$1,117.65
<b>TOTAL BID:</b>					<b>\$12,499.93</b>

**2. Weekly Traffic Statistics of Billboard Locations Corresponding to the Locations Letter Above**

- A. 63073 weekly impressions
- B. 59007 weekly impressions
- C. 71020 weekly impressions
- D. 62398 weekly impressions
- E. 85176 weekly impressions
- F. 93575 weekly impressions
- G. 103626 weekly impressions
- H. 85400 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- I. 61740 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- J. 60270 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- K. 39760 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- L. 116760 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- M. 14630 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- N. 21700 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- O. 70700 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- P. 61740 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- Q. 96530 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- R. 121030 based on D.E.C. (Daily Effective Circulation) x 7 days / week
- S. 79030 based on D.E.C. (Daily Effective Circulation) x 7 days / week

**LAMAR ADVERTISING COMPANY**  
Yuma, AZ

1.	Billboard Locations (at least ten)	Billboard Faces	Billboard Size	Electric or TV Lighted	Monthly Rate
A.	92004 - 16th Street 600' e/o Sunridge Dr. 1/4 slot	W	10' x 30'	Electronic	\$475.00
B.	92003 - 16th Street @ Sunridge Dr. 1/4 slot	E	10' x 30'	Electronic	\$475.00
C.	10107 - 32nd Street e/o Avenue 3E	W	10'6" x 22'9"	L	\$600.00
D.	10028 - 4th Ave n/o 7th Street	S	10'6" x 22'9"	L	\$600.00
E.	10100 - Pacific Ave n/o 32nd Street	N	10'6" x 22'9"	L	\$600.00
F.	10043 - 4th Ave s/o Orange Ave	S	10'6" x 22'9"	L	\$600.00
G.	10097 - Pacific Ave & 24th Street	S	10'6" x 22'9"	L	\$600.00
<b>TOTAL BID:</b>					<b>\$3,950.00</b>

**2. Weekly Traffic Statistics of Billboard Locations Corresponding to the Locations Letter Above**

- A. 59007
- B. 63073
- C. 71020
- D. 62398
- E. 85176
- F. 93575
- G. 103626